

VENDOR PACKET 2022



This vendor packet has been produced by the Decorah Farmers Market Board.

By accepting this vendor packet, you have read and agree to follow all the policies outlined in the Decorah Farmers Market Vendor Packet and understand that it is your responsibility to inform your family/employees of these policies before they sell at the market on behalf of your business.

Welcome To

Decorah Farmers Market

Decorah, IA – Corner of River St. and Dayspring Lane in the Parking lot behind Oneota Co-op.

Wednesday 3 pm – 6 pm and Saturday 8 am – 11 am

May-October (outdoor) and November-December (indoor)

www.visitdecorah.com/farmers-market/

The Decorah Farmers Market is a growing market full of opportunities for new vendors. Centrally located in downtown Decorah, the Market attracts both residential customers from throughout Northeast Iowa, as well as tourists from far and wide.

Vendors at the Decorah Farmers Market sell a wide range of products including fresh produce, meat, wine, honey, maple syrup, eggs, breads, pies, jams, fresh flowers, jewelry, crafts, and much more.

This packet of information is intended as comprehensive guide for vendors at the Decorah Farmers Market. **For additional questions and information, please contact Decorah Market Manager, Kristin Eggen, at (608) 306-1246 or decorahmarket@gmail.com.**

CONTACT INFORMATION

Market Manager: Kristin Eggen, 608-306-1246, decorahmarket@gmail.com

Website: www.visitdecorah.com/farmers-market/

Write to: DFMA at P.O. Box 281, Decorah, Iowa 52101.

Social media: www.facebook.com/DecorahFarmersMarket, www.instagram.com/decorah_farmers_market/

Decorah Farmers Market Board of Directors

Josh Dansdill, President Northeast Iowa RC&D Josh@northeastiowarcd.org	Hannah Breckbill Humble Hands Harvest humblehandsharvest@gmail.com
Jesse Eichenberger, Vice President Crane Creek Farms jesseike@hotmail.com	Becky Steines, Treasurer Top O' the Hollow decorahfarmersmarket.treasurer@gmail.com
Sara Vagts Timber Ridge Gardens & Bakery svagts@nfv.k12.ia.us	Carly Matthew Sweet Season Farm carly@sweetseasonfarmiowa.com
Michaela Loden Sweet Southern Kettle Corn im1myke@yahoo.com	General DFM Email decorahmarket@gmail.com

Decorah Farmers Market

Rules and Regulations for the 2022 Season

HOURS OF OPERATION

1. The 2022 market dates will be Wednesdays from 3:00p.m. to 6:00p.m. and Saturdays from 8:00a.m. to 11:00a.m. May 1st through October 30th. The market will be open on all holidays but *will not be open the Saturday of Nordic Fest weekend (July 30, 2022).*
2. Items may not be sold until the market is opened by the Market Manager; *however, vendors may purchase from other vendors up to 20 minutes before 8am on Saturdays and 3pm on Wednesdays.*
3. **No one shall begin setup for the market before 6:30 am on Saturdays and 1:30 pm on Wednesdays.**
4. Vendors are encouraged to be courteous of neighboring vendors and arrive at least 30 minutes before the start of the market for safety of market attendees.
5. There will be a Market Manager on duty from 6:30 am - 11:15 am on Saturdays and from 2:30 pm - 6:15 pm on Wednesdays from whom vendor permits may be purchased.
6. Winter markets will take place at the Danon Lansing Building at the Decorah County Fairgrounds from 8:30am – 11:30am, dates TBD. These rules apply to all Farmers Markets including any special, extended-season, or holiday markets.
7. **In the case of an emergency or farmers market cancellation** vendors will be contacted before the market by the Market Manager.



VENDOR PERMITS

8. Vendor permits may be purchased from the Market Manager who will be on duty from 6:30 am - 11:15 am on Saturdays and from 2:30 pm - 6:15 pm on Wednesdays.
9. Permit Fees:
 - a. **Annual members** pay a yearly fee of \$150 per stall.

- b. **One time vendors** who want to sell at the market must pay a \$30 fee for a single day pass. Each one-time pass will be recorded by the market manager and will be applied towards the cost of a season membership.
- c. **Reserved Stall Vendors** pay an additional \$25 annually. See attached *Reserved Stall Rules*.
- d. **First Time Vendors** - The Decorah Farmers Market offers first time vendors a complimentary day pass for their first Wednesday and Saturday markets.
- e. Membership dues confer membership from the first day of one market season until the first day of the next market season and apply to all outdoor markets.

2022 Fee Structure

Full Year Membership	\$150 per stall
Day Pass	\$30 per stall
Reserved Stall Fee	\$25 per stall
Non-Vending Member	\$30 per stall

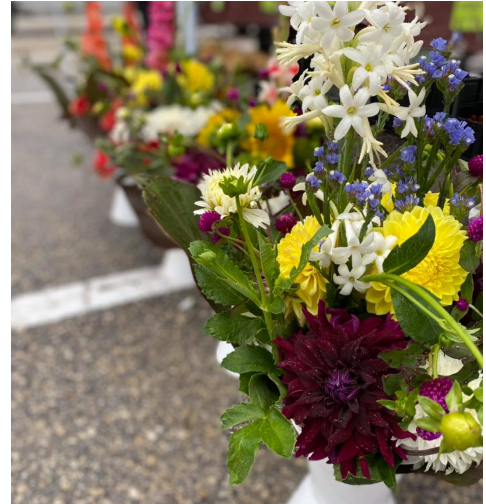
- 10. Each vendor must provide a copy of product liability insurance to the market manager or sign a liability waiver that holds the city harmless of liability.
- 11. The vendor shall not sublet or loan his or her membership to anyone.



SALE OF GOODS

12. **The vendor shall offer for sale only fruit, vegetables, baked goods, and other such products, food or non-food items that are actually produced in Winneshiek County, an adjoining county, or be within 60 miles of the market as well as produced as part of the vendor's own operation. Vendors found selling items that violate this policy will be removed from the Market.** Non-farm related services and non-food products must be pre-approved by the board. Items purchased from others for resale will not be allowed. The exception to this is plants. 80% of the plant business value of the vendor must be in the possession of the vendor for at least 6 weeks before resale. Brokers may not vend at the market. Advertising or promotion of commercial products is not allowed.
13. The following products may be sold at a farmers' market to consumer customers without being licensed as a food establishment at the market location (as described in the farmer's markets requirements provided by the Food and Consumer Safety Bureau of the Iowa Department of Inspections and Appeals (DIA)):

- a. Fresh fruits and vegetables which are **whole and uncut**
- b. Bakery products which are not potentially hazardous. These products include only the following items: breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies (except meat pies). The following products are examples of bakery products that are potentially hazardous and cannot be sold at farmers' markets without a license: soft pies, custard filled products and cream filled products. View labeling requirements at dia.iowa.gov/
- c. Fresh Shell Eggs that are kept at 45 F or below (ambient temperature)
- d. Honey (products containing honey would have to be individually evaluated)
- e. Non-potentially hazardous food products; that is products that do not require refrigeration, since they are shelf-stable. These products can be prepared in the home, to be sold for consumption off-the-premise. Some examples of products that can be prepared in the home for direct sale to consumer customers include: jams, jellies, candies and dried noodles. (Only jams and jellies that meet the Standard of Identity for jams and jellies specified in 21 CFR Part 150 are exempt from licensing)
- f. Fresh fruits and vegetables: must be stored in clean containers off the ground in trunks, tables or risers and protected from excessive dust, flies and other contamination.



14. The following products may not be sold at a Farmers Market without appropriate licensing from local, state or federal authorities (as described in the farmers' markets requirements provided by the Food and Consumer Safety Bureau of the Iowa Department of Inspections and Appeals (DIA)):
- a. Potentially hazardous food products (foods that require temperature control), which include meat, poultry, dairy products.
 - b. **Meat and poultry require a Grocery or Freezer Warehouse License (Department of Inspections and Appeals), Processed and Stamped at a State Inspected Facility (IDALS), and a Hazardous Food License (Department of Inspection and Appeals)**
 - c. With the sole exception of jams and jellies meeting the Standard of Identity for jams and jellies specified in 21 CFR Part 150, no "home style" canned goods can be sold at farmers' markets, since food in a hermetically sealed container shall be obtained from a licensed food processing plant. (Section 3-201.12 of the Food Code which has been adopted by Section 137F.2 of the Code of Iowa)
 - d. [Wild mushrooms varieties approved by the state](#) (ISU Extension). Farmers market certification is required.
 - e. **Prepared foods must be prepared in inspected commercial kitchen and meet appropriate licensees**
 - f. **Must provide organic certificate upon request if advertising as "organic"**
 - g. **Shrimp**
 - h. **Wine/Brewed beverages require a license from *State of Iowa, Alcoholic Beverages Division* and to sell wine at the Decorah County Farmers Market, you must get a letter of approval from the market board, which must be submitted to the state in order to receive a permit to sell at this farmers' market.**
15. Only scales that have been certified by the State of Iowa are permissible at the market. Proof of current calibration by the State of Iowa must be prominently displayed at the vendor's stand. All other scales are illegal and items sold must be by the container or piece.
16. Each vendor is responsible to file state sales tax statements where applicable.



VENDOR SETUP & RESPONSIBILITIES

17. The vendor shall always keep his or her stall area clean and free of debris.
18. Vendors shall not bring pets to the market except by special permission of the market manager.
19. Vendors shall not smoke in the market area.
20. **All vendors are required to have appropriate weights (40 lbs on each leg) for your tent.** Tent weights may be shared between neighboring vendors if both vendors agree
21. Vendor's vehicles and display area shall fit in one regular parking space not to exceed 10 feet wide. The Market Manager has the authority to charge a vendor a \$5.00 fee if they are in gross excess of their space requirement. A vendor may wish to purchase two season passes to accommodate a 20-foot-wide display.
22. Vendors shall space themselves in an efficient manner providing for the maximum number of vendor stalls in the market area. If the elective of a reserved stall is taken, only the vendor who is assigned the stall can occupy that space unless the vendor has given notification of their absence from the market.
23. No person in the public market shall attract attention to his or her articles by outcry or in a boisterous or annoying manner. Please remember that you are sharing the market with other vendors and buyers.
24. After each market day or at such times as the vendor may depart from his or her space, he/she shall thoroughly clean the area and remove all personal equipment, produce and debris. **Vehicles may not leave/enter a stall during market operating hours, unless authorized by the Market Manager in advance of the market.**
25. If a vendor fails to comply with these rules or the terms of the market, or at the authorized directions of the Market Manager, he/she shall immediately cease sales of the item(s) in question.

COUPON PROGRAMS

26. The Decorah Farmers Market is an approved participant in the Supplemental Food Assistance Program, the Women-Infant-Children (WIC), the Senior Farmers Market Nutrition Program (State of Iowa), and the Winneshiek County Memorial Hospital Senior Nutrition Program. Vendors must be trained and certified to participate in these programs. Certified vendors must have their signs posted to accept program checks and coupons. Only certified vendors can accept these checks and coupons. The Market Manager can provide more information concerning each of these specific programs.
27. The Decorah Farmers Market is a participant in the Food Pantry Coupon Program. To

participate vendors are encouraged to contact the Market Manager for more information.

Reserved Stall Rules

Reserving a stall is optional.

The reserved stalls will be honored at outdoor markets from May 1st through October 31.

Vendors without a reserved stall will continue to choose their stall at each market on a first-come, first-choice basis, excluding the reserved stalls.

***Reserved stall vendors must notify the Market Manager of their first and last market dates, and any planned absences during their 'season.'**

****If a reserved stall vendor needs to miss a market, they must notify the Market Manager by phone by 7PM the previous day.** This allows the stall to be filled by a non-reserved stall vendor and keeps the market stalls 'tight. *If a reserved stall vendor does not notify the market manager before the times stated a \$5 fee will be charged for the first offense and a \$25 fee for subsequent offenses.*

There is a \$25 (per stall) reserved stall fee to accommodate administrative and management time. A reserved stall(s) may be requested at any point during the market season. Talk with the Market Manager about available stalls and request a *Reserved Stall Application*.

Stalls are assigned by the Market Manager and approved by the Board based on vendor stall preference, vendor season, sale products and number of stalls requested. Every effort is made to create the best layout for customers and vendors. Returning reserved stall vendors have the opportunity to keep their previous year's stall(s), or request a new one. These requests should be made with the Market Manager on or before April 23rd.

The Board and Market Manager will assess the reserved stall program on an annual basis. Constructive feedback from vendors and customers is welcome.

All stalls at the Market site will be flagged and numbered by the Market Manager prior to the market, with colored flags indicating the reserved/non-reserved designations. Questions should be addressed to the Market Manager and the Market Board.

BY-LAWS

Article I Name

The name of this organization shall be the Decorah Farmers Market Association, Inc.

Article II Object

To improve the production and marketing of local farm produce and locally produced items, to stimulate public interest in the consumption of these products, and to attract trade and tourism or otherwise enhance the Minowa area.

Article III Membership

Any person engaged in the production and/or promotion of local products, who agrees to abide by the by-laws and rules of this organization and who pays the membership fee, may become a member upon approval of the Board of Directors. Each member in good standing shall be considered a voting member. Eligibility will be limited to one membership per immediate family/business, and each membership shall constitute one vote.

Seasonal Fee Structure

- First Time Vendor, Full Year: \$75 per stall
- Full Year: \$150 per stall
- Daily Pass: \$25 per stall
- Split Stall: \$25 discount per vendor for a combined stall fee
- Reserved Stall fee: \$25 per stall
- Non-Vending Member: \$25

From time to time, the Board of Directors may change the seasonal fee structure. Any member who does not abide by the by-laws and by the market operating rules and regulations may have their membership terminated by action of the Board of Directors.

In the event of legal litigation against the Association, it shall be brought against the association as a whole and not against individual officers or committees. This does not preclude each individual member or vendor from being responsible for their own actions.

Article IV Board of Directors

The government of this organization shall be vested in an elected committee of seven (7) members known as the 'Board of Directors'. Directors shall be elected for a two year period. A board member may serve a second two-year term, not to exceed four consecutive years. All members of the Board shall be elected by ballot. Initially, two of the directors, voluntarily or by chance, shall be up for re-election. At the inception of the incorporation in 1993, three members were elected for a two year term and two for a one-year term. After 1993, elections are to be staggered. In case the number of board members elected in any two year period becomes unequal to the other classes, the membership may elect one or more board members to terms of one, two, or three years, as necessary.

The Board of Directors shall meet at least quarterly (January, April, July, October). A majority of the Board shall constitute a quorum. At the first meeting following their election, the Board of Directors shall be organized and the executive officers elected. The executive officers are to be President, Vice-President, and Secretary/Treasurer. Any member of the Board of Directors can call for a special meeting of the board when there is business to be transacted.

Article V Market Manager(s)

This organization shall have a market manager(s) who shall be responsible for the day to day operation of the market. The market manager(s) shall be appointed by and be responsible to the Board of Directors. The market manager(s) shall be appointed on a yearly basis. The Board shall have the power to remove any market manager(s) if in their judgment the actions of the market manager(s) warrant dismissal.

Article VI Meetings

This organization will hold at least two general membership meetings each year (April, October). The October meeting will be for the purpose of nominating and electing members of the Board of Directors. Members in good standing shall have the privilege of voting at all meetings.

After proper notification to all members in good standing there will be no minimum numbers required to constitute a quorum, but those in attendance at the meeting shall constitute a quorum and be entitled to conduct Association business. A meeting of the membership will be called upon motion passed by the Board or upon written application signed by a majority of the voting members, submitted to the Board Secretary.

Article VII Records

Every member shall have the right to examine, for any reasonable purpose, the books, records, roster of membership and other appropriate records of the organization except personnel files.

Article VIII Spending of Monies

Proceeds derived from annual membership fees and vendor fees or donations shall be used to pay operating, advertising and other expenses of the market. Should this organization dissolve or become inoperative, any remaining assets shall be donated to generate an interest in horticulture. No assets shall be distributed to any member or incorporator. In the event no horticultural purpose may be found, then all assets shall be given to the city of Decorah or its successor in interest.

Article IX Market Operating Rules and Regulations

Market Operating Rules and Regulations, formulated by the Board of Directors and approved by the majority at a membership meeting shall be in effect until changed or amended.

Article X Amendments

The by-laws may be amended at any meeting of the general membership by a majority vote of the members present provided due notice of such proposed amendments has been made.

Article XI Notices

All notices required by the by-laws shall be by regular mail postmarked no later than one week before the subject of the notice.